



**California Department of Health Care Services
Substance Use Disorder Compliance Division
California Hub and Spoke System (CA H&SS)**

Redding Community Outreach Plan

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The purpose of this community outreach plan is to outline how Aegis Treatment Centers will distribute information regarding available services under the MAT expansion project through the Hub and Spoke System in Shasta, Siskiyou, Trinity, and Del Norte Counties with the CA H&SS Grant awarded at the Hub in Redding, California. The plan outlines the audiences, efforts we will employ, timeframes, and goals for increasing MAT services for individuals in need.

1. Communication Plan

a. Outreach

- i. Upon receipt of grant funding, outreach will begin. Aegis will contact all constituent groups within the community to inform them of the awarded grant and goals for providing OUD services through the Hub and Spoke System. The plan is to target a wide variety of audiences to respond to the opioid epidemic as a whole team effort.

1. Outreach Plan includes four key components:

- a. Educate the community on effective MAT treatment options
- b. Reduce stigma surrounding OUD and treatment
- c. Collaborate with providers to develop comprehensive services
- d. Prevention of OUD

2. The outreach plan will target the following stakeholders in each community:

- a. Department of Health and Human Services (HHS), Behavioral Health, and/or Public Health.
- b. County Administrative Staff
- c. Hospitals and Other Health Care providers
- d. Local Law Enforcement and Emergency First Responders
- e. County Courts and Legal System
- f. Opioid Coalitions

b. Community Involvement

i. Grant Meetings

1. Initial meetings to build awareness and communication of the MAT expansion project.

- a. Aegis will contact constituent groups within the community to arrange an initial meeting with members from the audiences listed above. This meeting will include but is not limited to:

i. Grant introduction

1. History of grant funding
2. Explanation of Hub and Spoke System
3. Maps outlining Hub and Spoke project

4. Implementation Plans

- ii.** Grant questions and answers
- iii.** Assessment of unmet needs
- iv.** Networking and sharing of contacts within the community such as Data Waivered Doctors or FQHCs that may not be in attendance.
- v.** Coordination of site visits and one-on-one meetings with potential spokes

2. Follow up meetings

- a.** This phase will consist of detailed planning and communication with interested groups to work towards implementation of the Hub and Spoke System

ii. Community Meetings

1. Attendance in local community meetings

- a.** Opioid coalition meetings
 - i.** Meet with Counties with existing coalitions for collaboration and support. We are participating members in the coalitions below:
 - 1.** Siskiyou Against Rx Addiction
 - 2.** Trinity Opioid Safety Coalition
 - ii.** We have had a few meetings for collaboration and coordination of care with No Rx Abuse in Shasta County
- b.** Bi Monthly County Provider meetings
- c.** County and Community Stakeholder meetings
- d.** Town Hall meetings

Meetings Attended for H&S Planning and Community Outreach for the Redding Hub Up to Date

Date	Meeting Title	City	Organization
7/20/2017	Shasta County Health and Human Services and Partnership HealthPlan	Redding	HHS
9/6/2017	Partnership HealthPlan and County Bup. Providers	Yreka	County
9/6/2017	Siskiyou Against Rx Addiction-Opioid Coalition and Fairchild Medical Center	Yreka	Fairchild
9/14/2017	Shasta County Health and Human Services	Redding	HHS
11/7/2017	San Diego Steering Committee	San Diego	DHCS
11/16/2017	Sam Quinones booth – Community Outreach	Redding	
11/28/2017	Follow-up call CA H&SS Grant with Raymond Mandel Mountain Valley Health Center	Conference Call	Mountain Valley Health Centers
11/30/2017	Follow up meeting with Fairchild Medical Centers	Yreka	Fairchild Medical Centers
11/30/2017	Siskiyou Co Bx Hlth Mtg Mt Shasta- Grant Introduction	Mt. Shasta	County
11/30/2017	Meeting with Dr Staszal	Mt. Shasta	Private Practice
12/5/2017	Grant Meeting with Mountain Valley Health Centers	Burney	Mountain Valley Health Centers
12/8/2017	No Rx Abuse Prep Call	Conference Call	Coalition
12/11/2017	Call with trinity county- Grant introduction	Conference Call	County
12/11/2017	No Rx Abuse Prep Call	Conference Call	Coalition
12/12/2017	Meeting with No Rx Abuse in Redding	Redding	Coalition
12/14/2017	Meeting with Chief Moore	Redding	Redding PD
12/21/2017	Hill Country Grant Meeting	Round Mountain	Hill Country Health and Wellness Centers
1/4/2018	Phone Conference with Paulette Adams & Maggie for Fairchild- Follow up grant call	Conference Call	Fairchild Child Medical Centers and Coalition
1/11/2018	Aegis meeting with Brandon and Dr. Bosworth in Redding	Redding	Shasta Community Health Centers

c. Education

- i. Introduction to Medication Assisted Treatment
- ii. Addiction, stigma reduction, and statistics
- iii. Importance of behavioral therapy and utilization of evidenced based treatment

d. Improved Access

- i. Increasing access to MAT in rural areas including funding for buprenorphine in order to reduce overdose deaths

e. OUD Prevention

- i. Community referrals for supportive services
 - 1. HIV and HCV testing
 - 2. Professional Medical, Social Work, and Mental Health Services
 - 3. Recovery and/or Peer Support Services
 - 4. Maternal Addiction Treatment
- ii. Coordination of care with other providers

2. Engagement of Individuals

a. Referral Network

- i. Provide outreach to collateral providers so that they know about the Hub and Spoke resources and will be able to refer patients to receive services. Contacting data waived doctors
- ii. Working with existing and prospective patients within the community to provide education about existing services through the CA H&SS Grant

b. Advertisement

- i. Community advertisement will be utilized to engage and inform communities of opioid epidemic and services available in their community.
 - 1. Medical Centers
 - a. Aegis will establish relationships with local medical centers to educate and prevent OUD, and develop relationships to aid of coordination of care
 - 2. Hub Open House Events
 - a. Open to the community Aegis will promote these events to reduce stigma and introduce treatment to the communities
 - 3. Local Media and PSAs
 - a. Aegis will identify media outlets that are the best channels for reaching the target population. Examples include specific newspapers, free papers, radio stations, movie theaters (pre-show slides), and free public access TV channels

4. Social Media

- a. Aegis website and official Facebook page will be updated and pages specific to the relevant CA H & SS communities will be created
- b. Spokes will be provided support to provide relevant CA H&SS information to their communities through their websites.
- c. Coalition websites will be updated frequently to include relevant information regarding the CA H&SS in their communities.

5. Pamphlets and fliers

- a. Providing information via form of a pamphlet or flyer indicating how to access services locally will be distributed at locations such as, but not limited to: food banks, libraries, medical offices, shelters, schools, recreational areas, businesses, and public transportation

6. Local High Schools, Colleges & Universities

- a. Due to the epidemic level status of prescription drug abuse and its alarming upward trend among young adults, Aegis will establish relationships with local schools to present to at risk youth to educate and prevent OUD. Aegis will network with relevant counseling and medical treatment departments to provide additional treatment referral options within the scope of the H&SS Grant.

7. Grassroots Outreach

- a. Other agency providers, needle exchange providers, homeless shelters, food banks, residential treatments. This will be done through grass root efforts and through education to access points in other social service, medical and clinical agencies.

3. Timeframes

- a. Submit RFA
- b. Grant Awarded: July 2017
- c. Initial Outreach and Spoke Development: July 2017 through duration of the grant
- d. Ongoing Outreach : July 2017 through duration of the grant
- e. Spoke Outreach: Upon initiation of a fully executed agreement, services through the CA H&SS will be initiated within 30 days.

***Initial RFA included three identified Spoke Cities, however, through the implementation of this community outreach plan ten more Spoke Cities have been added.**

Original Spoke Cities	Additional Spoke Cities
Weaverville	Burney
Mt. Shasta	Round Mountain
Yreka	Weed
-----	Fall River Mills
-----	Tulelake
-----	Dorris
-----	Redding
-----	Shasta Lake City
-----	Anderson
-----	Happy Valley

***Redding Spoke Development Progress Up To Date**

Spoke	City and County	Status
Hill County Health & Wellness Center	Round Mountain, Shasta County	Official Spoke as of 1/11/2018
Hill County Health & Wellness Center	Redding Spoke 1, Shasta County	Official Spoke as of 1/11/2018
Hill County Health & Wellness Center	Redding Spoke 2, Shasta County	Official Spoke as of 1/11/2018
Fairchild Medical Center	Yreka, Siskiyou County	Reviewing Subcontract Agreement
Dr. Mike Staszal	Mt. Shasta, Siskiyou County	Reviewing Subcontract Agreement
Dignity Health	Mt. Shasta, Siskiyou County	Setting up initial meeting
Dignity Health	Weed, Siskiyou County	Setting up initial meeting
Mountain Valley Health Centers	Burney, Shasta County	Reviewing Subcontract Agreement

Spoke	City and County	Status
Mountain Valley Health Centers	Fall River Mills, Shasta County	Reviewing Subcontract Agreement
Mountain Valley Health Centers	Tulelake, Siskiyou County	Reviewing Subcontract Agreement
Mountain Valley Health Centers	Dorris, Siskiyou County	Reviewing Subcontract Agreement
Trinity County Health and Human Services	Weaverville, Trinity County	Assessing to see if their Psychiatrist is willing to run MAT program
Shasta Community Health Center	Shasta Lake City, Shasta County	Considering becoming a Spoke
Shasta Community Health Center	Anderson, Shasta County	Considering becoming a Spoke
Shasta Community Health Center	Happy Valley, Shasta County	Considering becoming a Spoke

***Map below includes all of the potential Spoke and current Spoke locations that have been contacted during both the initial and ongoing outreach portion of the Spoke Development**

REDDING H&S MAP

